

# Utah! Travel Guide Fulfillment Report

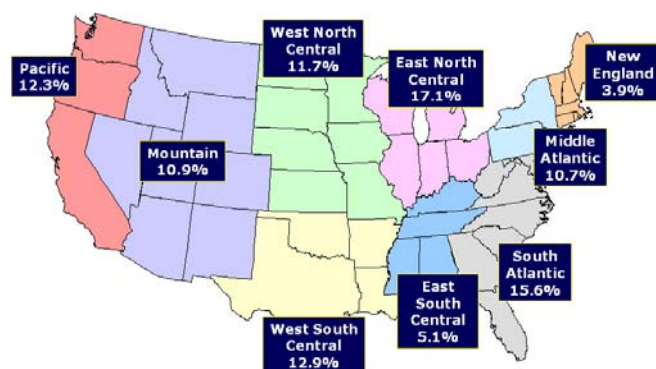
## 2003 Year End



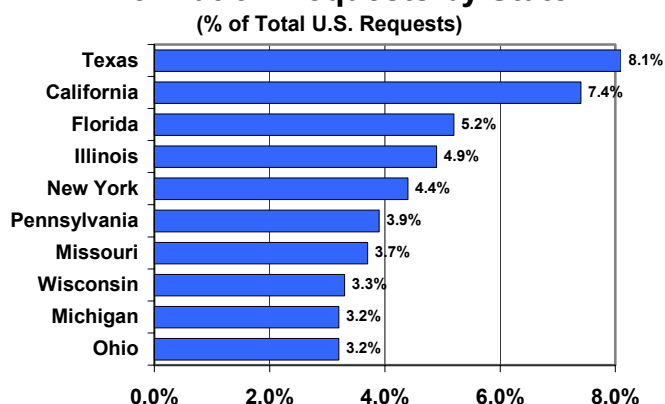
During 2003, 43,406 requests for *Utah! Travel Guides* were fulfilled, 17.8% fewer Travel Guides than were distributed during 2002. Domestic fulfillment requests decreased by 16.7%, and international requests declined by 29.3%. As a result, the ratio of international requests compared to total requests declined versus 2002 – falling from 8.8% of total requests in 2002 to 7.6% in 2003. Fulfillment requests were received from all fifty states, the District of Columbia, several U.S. Territories, and 70 different countries worldwide.

**Domestic Requests.** Total domestic travel guide requests for 2003 totaled 40,102. Domestic requests comprised approximately 92% of all fulfillments. The distribution of requests generally paralleled state population, with the more populated states accounting for the majority of all requests. The East North Central and South Atlantic regions were responsible for the largest number of travel guide requests, although distribution was evenly dispersed across much of the U.S. Texas, California, and Florida each accounted for 5.0% or more (2,000+) of all domestic requests.

### 2003 Utah! Travel Guide Distribution

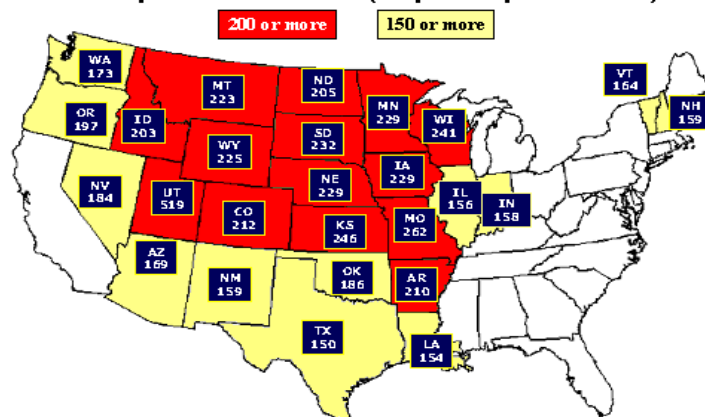


### Information Requests by State



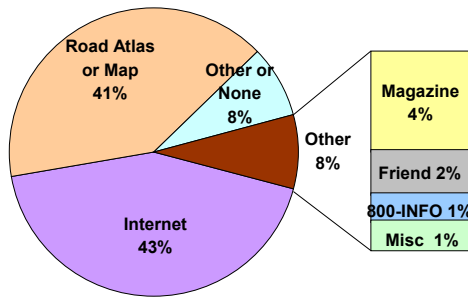
Because population differences make state comparisons difficult, a per capita measure of information requests is useful to examine Utah's relative performance in various states. As expected, a number of western states appear on the top 10 list, including Utah, Wyoming, and Montana. It is interesting to note that Colorado and Nevada fell out of the top 10 in 2003. Several Midwest states, including Missouri, Kansas, Wisconsin, South Dakota, Nebraska, Minnesota, and Iowa also appeared in the top ten, suggesting a possible regional advantage among travelers from that area. The average number of requests per million people among all fifty states, the District of Columbia, and U.S. territories was 137.

### 2003 Utah! Travel Guide Per-Capita Distribution (requests per million)



**Source of Travel Guide Requests.** The sources of inquiries during 2003 reflect continued Internet travel planning. Travel guide requests received via the Internet were the number one source of information requests

## Major Sources of Travel Guide Requests

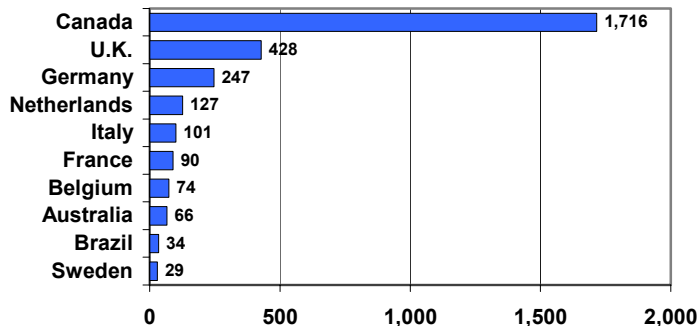


received throughout the year (43% of the overall total). Road atlases and maps were nearly as important (41% of the total). Traditional inquiry resources such as magazines, friends, telephone call centers, newspapers, direct mail, e-mail, travel agents, and radio/television each contributed to making Utah information available to the greatest number of consumers.

**International Requests.** International travel guide requests were received from 3,304 individuals from 70 countries in 2003 (representing 7.6% of all requests). The majority of requests originated from Canada and Western Europe.

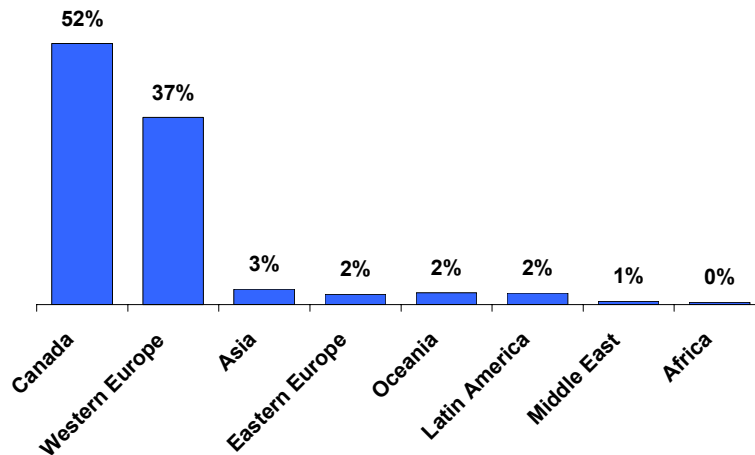
Canadian requests were responsible for 51.9% of international inquiries. Western European countries, led by the United Kingdom, Germany, and the Netherlands, comprised another 37.2% of all international inquiries. The widespread international distribution of the Travel Guide and the requests from developing countries in Eastern Europe, Asia, and Latin America reflects the ease with which information can be exchanged in the modern economy and the increasing interest in international travel. For example, Brazil, India, Mexico, and Romania each ranked among the top twenty most likely origins for travel guide requests.

## Int'l. Travel Guide Distribution



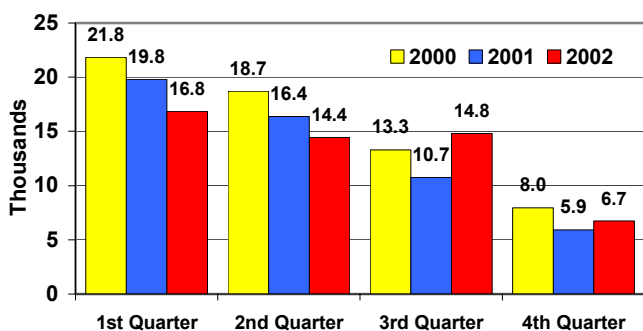
*NOTE: The total number of requests from some countries might be understated due to fulfillment being carried out by contractors in those countries.*

## International Travel Guide Requests



**Seasonality.** The volume of travel guides distributed during the first, third and fourth quarters of 2003 decreased compared to those same quarters in 2002. However, there was a slight increase in the second quarter of 2003 compared to 2002. Continued economic uncertainty combined with ongoing geopolitical turmoil is likely the cause of

## Total Travel Guide Requests by Quarter



wavering travel demand in 2003. Additionally, by the middle of 2003 (over a year after the Winter Olympics), Utah was probably not as prevalent in the minds of travelers as it had been in 2002. Additionally, the increasing popularity of the Internet has also likely contributed to the decline as consumers rely more on electronic media for travel planning. First quarter requests represented 30% of the year's total. By contrast, fourth quarter accounted for only 14% of the year's total.